

LAURA SHURTLEFF

Digital Designer

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UX DESIGN

Design Thinking
Competitive Analysis
Business Requirements
UX Research
User Personas
Information Architecture
User Flows
Wireframing
Prototyping
Usability Testing

VISUAL DESIGN

Graphic Design
User Interface Design

DEVELOPMENT

Responsive Web Design
Search Engine Optimization
Google Analytics

CODING

HTML5 / CSS3
WordPress

SOFTWARE

Adobe Creative Cloud
Sketch
InVision
Adobe XD
Figma
Principle
Balsamic

EDUCATION

2018 - 2019
Career Foundry -
UX Design Certificate
UI Design Specialization

2000 - 2004
UW-Madison - Bachelor of
Science in Art / Graphic Design

PROFESSIONAL EXPERIENCE

2004 - Current

Visual Design Independent Consulting

- Logos and branding for freelance clients.
- Graphic design for a variety of print and digital applications.
- Website design and development.

July 2016 - Nov 2017

Web Designer - City Ranked Media, LLC

- Web design and graphic design for small business websites.
- Wordpress website development using HTML and CSS.
- Optimized pages to improve SEO and increase conversion rates.

April 2012 - February 2016

Graphic Designer II - Motosport.com

- Worked with a team in a fast paced, high production environment.
- Designed and built emails and web banners for 6 storefronts.
- Redesigned HTML email template using responsive design techniques.

August 2011 - December 2011

Interactive Designer - ESDNetwork

- UI design and implementation for various websites and applications.
- Designed emails, brochures, and presentations.

February 2011 - June 2011

Front-End Developer - StudyBlue

- Built landing pages for the Studyblue.com website.
- Designed emails, ads, and social media graphics.

May 2007 - January 2011

Interactive Designer - Oompa Enterprises

- Developed website enhancements to improve customer experience.
- Designed GUI for kids iPhone games.
- Designed and built weekly HTML email and web graphics.

September 2005 - May 2007

Web Designer - PunchStock/UpperCut Images

- Designed weekly HTML email sent to list of 70,000 clients.
- Created graphics for the PunchStock and UpperCut websites.
- Designed printed pieces including environmental graphics and ads.